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PREFACE

The CoreConferences 2019 held on 20th – 21st March, 2019, in collaboration with Association of Scientists, Developers and Faculties (ASDF), an International body, at Taipei, Taiwan.

CoreConferences 2019 provides a chance for Academic and Industry professionals to discuss the recent progress in the area of Multiple. The outcome of the conference will trigger for the further related research and future technological improvement. This conference highlights the novel concepts and improvements related to the research and technology.

The technical committee consists of experts in the various course subfields helped to scrutinize the technical papers in various fields, support to maintain the quality level of the proceedings of conference which consist of the information of various advancements in the field of research and development globally and would act as a primary resource of researchers to gain knowledge in their relevant fields.

The constant support and encouragement from Dr. S. Prithiv Rajan, ASDF Global President, Dr. Julie Rue Bishop, ASDF International President and Dr. K. Kokula Krishna Hari, ASDF International General Secretary helped a lot to conduct the conference and to publish the proceedings within a short span. I would like to express my deep appreciation and heartfelt thanks to the ASDF team members. Without them, the proceedings could not have been completed in a successful manner. I would like to express my sincere thanks to our management, student friends and colleagues for their involvement, interest, enthusiasm to bring this proceeding of the conference in a successful way.

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Case Study of Bog Hole, Jamaica: Building Capitals in Disaster Through Local Knowledge

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Abstract: This paper details the qualitative analysis of data collected from the residents of Bog Hole, Clarendon in Jamaica in March-May, 2018 to answer the research questions of how did the local knowledge on disaster risk reduction strategies enhance the capital base of this area and how does local knowledge contribute to poverty eradication in the studied area.



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Spoken Communication Needs Analysis for Information Desk Personnel

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Abstract: English is considered as the medium of communication in different social and professional context. It is important to have the ability to communicate using the language in order to be successful in the job perspective. As in the customer service industry which is a part of the business world, employees especially Information Desk Personnel are expected to have good communication skills as well as the ability to use the language to perform their duties as required. The purpose of this study is to examine the spoken English Language needs and challenges faced by Information Desk Personnel working in shopping malls in Malaysia. The main aim of this research is to conduct a needs analysis of Information Desk Personnel in shopping malls, explore their needs, problems faced in terms of speaking skills and propose a course design focusing on speaking skills. This study is a qualitative study complemented with quantitative findings in terms of frequency counts and percentages. A total of 40 questionnaires were distributed to Information Desk personnel from three different shopping malls. To obtain in-depth perception of the issue, 3 managers from the shopping malls were interviewed, 10 customers were chosen randomly to know their views on this issue and an observation session was conducted by the researcher to get a clear picture of the scenario involved, focusing on the communication between the Information Desk Personnel and customers. The key findings showed that the English language, especially speaking skills is important for the Information Desk Personnel. The participants agreed that speaking is the major skill they use most in their routine job and findings reveal that grammar, vocabulary, pronunciation and fluency are important aspects of their speaking skills. This study incorporated the Target Situation Analysis (TSA), Present Situation Analysis (PSA) and Learning Situation Analysis (LSA) in order to collect the information required. Recommendations on how to overcome some of the English Language challenges faced by Information Desk Personnel working in shopping malls, particularly in Malaysia were included in Discussion (Chapter 5). Based on the findings, a course designed was proposed to cater for the English language needs of Information Desk Personnel in shopping malls. The results of the survey would help related organizations such as the Tourism Authority of Malaysia to design appropriate training of English to meet the needs of Information Desk Personnel. Moreover, it is hoped that the study could also raise the awareness of learners' needs, which are important factors for designing the language course.

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